

## **ABSTRACT**

This study focuses on how the adoption of social media has led to growth of hotels. Three objectives guided this study, the first types of social media used to facilitate the growth of hotels, the second objective investigated on the role of social media network in marketing of hotels, the last and not the least the study did examine the challenges of social media on growth of hotel. In order to study these objectives a conceptual framework was used to enhance the understanding of how the use of social media led to growth of hotels in respect to the above named aspects of measuring growth. A survey method was adopted as the research design since the data is collected without any manipulation of any variable. A sample size of 150 hotels was used from the targeted 800 hotels. A questionnaire was employed as the research instrument and pretesting was conducted to determine its accuracy and suitability. The validity of the content was used to examine whether the instrument answered the intended research questions as it was required. There is a huge opportunity of capturing online clients. The hotel owners and managers need to switch from the normal way of socializing with friends and start advertising their hotel through online. Business Wire argued that the proper understanding of social media tools has not been achieved fully. He illustrates this through a study which was conducted by constant contact inc in the united kingdom on 680 SMEs in October 2011. The study recommended that, most of the respondents lack social media skills therefore computer lessons be introduced in schools where the students will be taught on how to transact online business and doing of internet marketing.